

**Framing Oral Health Messages
Selected Examples**

Prevalence of the problem	<p>→ 2 out of 5 children in Head Start in this community have tooth decay by the age of four.</p> <p>→ Dental caries in children is 5 times more common than asthma.</p> <p>→ 65% of child abuse cases involve head and oral-facial trauma</p>
Severity of the problem	<p>→ Fewer than 20% of Medicaid-covered children received any preventive dental service in the past year</p> <p>→ American Indian/Alaska Native children ages 2-4 have 5 times the rate of dental decay as other US children.</p>
Consequences	<p>→ Untreated dental decay can result in failure to thrive, poor self-esteem, impaired speech development, inability to concentrate and learn, and pain.</p> <p>→ Treatment for advanced dental decay that requires use of general anesthesia in a hospital setting is very expensive.</p>
Efficacy of prevention	<p>→ Fluorides currently are the most effective way to prevent decay in all age groups.</p> <p>→ Dental sealants can be 100% effective against preventing decay if they are fully retained on the tooth.</p>
Mainstreaming the issue	<p>→ Oral health is a part of the overall health of a child and is needed for normal growth and development.</p> <p>→ Well baby check-ups should include checking the health of the mouth.</p>